

WHAT IS CLAIMED IS:

1. A topical ointment comprising from about 10% (by total weight of the ointment) to about 89% (by total weight of the ointment) of an emollient, from about 10% (by total weight of the ointment) to about 50% (by total weight of the ointment) of a structurant, and from about 0.1% (by total weight of the ointment) to about 40% (by total weight of the ointment) of a rheology enhancer.
2. The topical ointment as set forth in claim 1 wherein the emollient is present in an amount of from about 30% (by total weight of the ointment) to about 80% (by total weight of the ointment).
3. The topical ointment as set forth in claim 1 wherein the emollient is present in an amount of from about 60% (by total weight of the ointment) to about 80% (by total weight of the ointment).
4. The topical ointment as set forth in claim 1 wherein the structurant is present in an amount of from about 20% (by total weight of the ointment) to about 40% (by total weight of the ointment).
5. The topical ointment as set forth in claim 1 wherein the rheology enhancer is present in an amount of from about 0.5% (by total weight of the ointment) to about 30% (by total weight of the ointment).
6. The topical ointment as set forth in claim 1 wherein the rheology enhancer is present in an amount of from about 1% (by total weight of the ointment) to about 25% (by total weight of the ointment).
7. The topical ointment as set forth in claim 1 wherein

the ointment has a process temperature viscosity of from about 50 cPs to about 50,000 cPs.

8. The topical ointment as set forth in claim 1 wherein the ointment has a process temperature viscosity of from about 75 cPs to about 10,000 cPs.

9. The topical ointment as set forth in claim 1 wherein the topical ointment has a process temperature viscosity of from about 80 cPs to about 5,000 cPs.

10. The topical ointment as set forth in claim 1 wherein the ointment further comprises an additional ingredient selected from the group consisting of antifoaming agents, antimicrobial actives, antiviral actives, antifungal
5 actives, antiseptic actives, antioxidants, cosmetic astringents, drug astringents, biological additives, colorants, deodorants, film formers, fragrances, lubricants, natural moisturizing agents, skin conditioning agents, skin exfoliating agents, skin protectants, solvents, hydrophilic
10 surfactants, and UV absorbers.

11. The topical ointment as set forth in claim 1 wherein emollient is selected from the group consisting of petrolatum, mineral oil, mineral jelly, isoparaffins, vegetable oils, avocado oil, borage oil, canola oil, castor
5 oil, chamomile, coconut oil, corn oil, cottonseed oil, evening primrose oil, safflower oil, sunflower oil, soybean oil, sweet almond, and the like, lanolin, partially hydrogenated vegetable oils, sterols and derivatives, polydimethylsiloxanes, methicone, cyclomethicone,
10 dimethicone, dimethiconol, trimethicone, organo-siloxanes, silicone elastomer, gums, resins, fatty acid esters (esters of C₆-C₂₈ fatty acids and C₆-C₂₈ fatty alcohols), glyceryl esters and derivatives, fatty acid ester ethoxylates, alkyl

ethoxylates, C₁₂-C₂₈ fatty alcohols, C₁₂-C₂₈ fatty acids, C₁₂-C₂₈
15 fatty alcohol ethers, Guerbet alcohols, Guerbet Acids,
Guerbet Esters, and combinations thereof.

12. The topical ointment as set forth in claim 1
wherein the structurant has a melting point of from about
45°C to about 85°C.

13. The topical ointment as set forth in claim 1
wherein the structurant is selected from the group consisting
of animal waxes, vegetable waxes, mineral waxes, synthetic
waxes, polymers, bayberry wax, beeswax, stearyl dimethicone,
5 stearyl trimethicone, C₂₀-C₂₂ dimethicone, C₂₀-C₂₂
trimethicone, C₂₄-C₂₈ dimethicone, C₂₀-C₂₂ trimethicone, C₃₀
alkyl dimethicone, candelilla wax, carnauba, ceresin, cetyl
esters, stearyl benzoate, behenyl benzoate, esparto,
hydrogenated cottonseed oil, hydrogenated jojoba oil,
10 hydrogenated jojoba wax, hydrogenated microcrystalline wax,
hydrogenated rice bran wax, japan wax, jojoba buffer, jojoba
esters, jojoba wax, lanolin wax, microcrystalline wax, mink
wax, motan acide wax, motan wax, ouricury wax, ozokerite
parrafin, PEG-6 beeswax, PEG-8 beeswax, rezowax, rice bran
15 wax, shellac wax, spent grain wax, spermaceti wax, synthetic
spermaceti wax, synthetic beeswax, synthetic candelilla wax,
synthetic carnuba wax, synthetic japan wax, synthetic jojoba
wax, C₁₄-C₂₈ fatty acid ethoxylates and C₁₄-C₂₈ fatty ethers,
C₁₄-C₂₈ fatty alcohols, C₁₄-C₂₈ fatty acids, polyethylene,
20 oxidized polyethylene, ethylene-alpha olefin copolymers,
ethylene homopolymers, C₁₈-C₄₅ olefins, poly alpha olefins,
hydrogenated vegetable oils, polyhydroxy fatty acid esters,
polyhydroxy fatty acid amides, ethoxylated fatty alcohols and
esters of C₁₂-C₂₈ fatty acids, and C₁₂-C₂₈ fatty alcohols, and
25 combinations thereof.

14. The topical ointment as set forth in claim 1 wherein the rheology enhancer is selected from the group consisting of combinations of alpha-olefins and styrene alone or in combination with mineral oil or petrolatum, di-functional alpha-olefins and styrene alone or in combination with mineral oil or petrolatum, combinations of alpha olefins and isobutene, ethylene/propylene/styrene copolymers alone or in combination with mineral oil or petrolatum, butylene/ethylene/styrene copolymers alone or in combination with mineral oil or petrolatum, ethylene/vinyl acetate copolymers, polyethylene polyisobutylenes, polyisobutenes, polyisobutylene, dextrin palmitate, dextrin palmitate ethylhexanoate, stearyl inulin, stearalkonium bentonite, distearadimonium hectorite, and stearalkonium hectorite, styrene/butadiene/styrene copolymers, styrene/isoprene/styrene copolymers, styrene-ethylene/butylene-styrene copolymers, styrene-ethylene/propylene-styrene copolymers, (styrene-butadiene) n polymers, (styrene-isoprene) n polymers, styrene-butadiene copolymers, and styrene-ethylene/propylene copolymers.

15. The topical ointment as set forth in claim 1 further comprising from about 0.1% (by total weight of the ointment) to about 25% (by total weight of the ointment) of a particulate material.

16. The topical ointment as set forth in claim 15 wherein the particulate material is present in an amount of from about 0.1% (by total weight of the ointment) to about 10% (by total weight of the ointment).

17. The topical ointment as set forth in claim 15 wherein the particulate material is selected from the group consisting of talc, mica, titanated mica, iron oxide titanated mica, magnesium carbonate, calcium carbonate,

5 magnesium silicate, spherical silica, hydrated silica, silica
beads, titanium dioxide, zinc oxide, nylon powder,
polyethylene powder, ethylene acrylates copolymer powder,
methacrylate powder, polystyrene powder, silk powder,
crystalline cellulose, starch, bismuth oxychloride, guanine,
10 kaolin, bentonite, hectorite, laponite, chalk, diatomaceous
earth, microsponges, microcapsules, boron nitride, and
combinations thereof.

18. The topical ointment as set forth in claim 15
wherein the particulate material is selected from the group
consisting of talc, polyethylene, hydrated silica, kaolin,
bentonite, hectorite, laponite, titanium, titanated mica,
5 microsponges, microcapsules, and mixtures thereof.

19. The topical ointment as set forth in claim 1
further comprising from about 0.1% (by total weight of the
ointment) to about 10% (by total weight of the ointment) of a
surfactant having an HLB in the range of from about 2 to
5 about 7.

20. The topical ointment as set forth in claim 19
wherein the surfactant is selected from the group consisting
of sorbitan monooleate, sorbitan sequioleate, sorbitan
trioleate, glyceryl stearate, sorbitan stearate, sorbitan
5 tristearate, and mixtures thereof.

21. The topical ointment as set forth in claim 19
further comprising from about 0.1% (by total weight of the
ointment) to about 10% (by total weight of the ointment) of a
hydrophilic skin care active.

22. The topical ointment as set forth in claim 19
wherein the hydrophilic skin care active is selected from the
group consisting of botanicals, glycerin, hydrogenated starch
hydrolysate, propylene glycol, sodium PCA, sodium lactate,

5 sorbitol, and mixtures thereof.

23. A topical ointment comprising from about 10% (by total weight of the ointment) to about 89% (by total weight of the ointment) of an emollient, from about 10% (by total weight of the ointment) to about 50% (by total weight of the ointment) of a structurant, from about 0.1% (by total weight of the ointment) to about 40% (by total weight of the ointment) of a rheology enhancer, from about 0.1% (by total weight of the ointment) to about 10% (by total weight of the ointment) of a particulate material, and from about 0.1% (by total weight of the ointment) to about 10% (by total weight of the ointment) of a low HLB surfactant.